



Position	Digital Fundraising and Engagement Manager	Classification	Exempt
Reports To	Director of Individual Giving		
Department	Development	Salary Range	\$52,000-\$56,000

ABOUT MIRIAM'S KITCHEN

Miriam's Kitchen works to end chronic homelessness in Washington, DC. We advocate for permanent supportive housing as a long-term solution, while meeting short-term needs by providing healthy meals and high-quality social services to individuals who are chronically homeless.

ABOUT THE POSITION

Over the past five years, Miriam's Kitchen has grown from a \$4.4M to a \$7.7M organization—the majority of which comes from private sources (individuals, corporations, and foundations). To support this growth, Miriam's Kitchen is hiring a full-time Digital Fundraising and Engagement Manager to join a growing team of experienced fundraising professionals to support Miriam's Kitchen's mission to end chronic homelessness in DC.

The Manager manages and oversees the growth of online fundraising programs and the digital aspects of other donor programs, executing effective strategies and techniques in peer-to-peer fundraising and other digital channels. The Manager will provide coordinated leadership of digital fundraising and engagement activities, developing and implementing strategies to support fundraising across the organization.

You will join an organization where everyone is self-motivated, driven, and clear about our ultimate goal—ending veteran and chronic homelessness in DC.

We take our work seriously, AND we are committed to a culture of innovation, support and fun. If you are meticulous, a fast learner, and can see the forest and the trees, then we want to speak with you!

DUTIES AND RESPONSIBILITIES:

1. Online and Peer-to-Peer Fundraising

- Develop, manage and execute various strategies for mobilizing supporters over all digital channels, including web, social media, mobile, and email;
- Manage and lead annual online More Than a Meal Fundraising campaign; and
- Develop and maintain annual online fundraising campaigns such as donating your birthday, virtual in-kind drives, and other milestone occasions

2. Donor Relations

- Manage donation page coding and setup, audience segmentation and selection, and donation form setup for digital and integrated fundraising campaigns, as well as digital donor stewardship and engagement; and
- Build and maintain relationships with key volunteers, participants, donors, sponsors and community leaders through frequent touchpoints and communications; and

- Provide excellent technical support for online donors and peer-to-peer event participants. Maintain personal contact and good relationships with donors through timely and polite responses to donor inquiries; and
- Provide quality and timely technical support to relevant internal staff.

3. Data and Reporting

- Analyzes effectiveness of digital fundraising campaigns and digital presence against organizational and industry benchmarks;
- Monitors and interprets program key performance indicators, giving statistics, trends, successes, and outcomes, sharing results and key takeaways with Development and Communications colleagues to optimize program impact;
- Recommends and implements thoughtful testing and program or campaign improvements to ensure campaign strategy and performance goals are met;
- Manages testing plan and roadmap to optimize digital fundraising efforts, with the aim of increasing revenue and lifetime donor value; and
- Produces ad hoc reporting to answer questions and evaluate tests

4. General Responsibilities

- Support Miriam’s Kitchen events as needed
- Complete administrative tasks as necessary
- Other duties as assigned

QUALIFICATIONS and EXPERIENCE:

- Three to five years of digital fundraising experience, marketing, and or communications experience; OR BA Degree and two to three years of digital fundraising experience, marketing, and or communications experience
- Experience with peer-to-peer fundraising campaigns, building and maintaining donation forms, surveys and other user engagement features, and running reports/interpreting audience analytics;
- Proven donor strategy and communication skills, including experience in creating effective digital and multichannel campaigns and writing for email, mobile, website, digital ads, and social media;
- Understanding of basic HTML coding;
- Familiarity with integrated email fundraising platforms and CRMs preferred; experience with Salesforce strongly preferred;
- Excellent oral and written communication skills;
- Creative fundraising writer and content developer;
- Demonstrated experience creating, distributing, and reporting on the performance of digital content;
- Ability to present, inform and motivate individuals and groups about Miriam’s Kitchen’s mission and the importance of raising funds in support of the mission;
- Understands the confidential nature of donor information and maintain confidences;
- Proven ability to manage workflow, multiple tasks, and meet deadlines to completion;
- Believes passionately in Miriam’s Kitchen’s mission, vision and values and committed to radical hospitality;
- Strong interest in and commitment to social justice and equity by ending chronic homelessness in DC; and
- Comfort working with diverse populations, including staff, stakeholders and guests with a variety of backgrounds and lived experiences.

Benefits:

Miriam's Kitchen is proud to offer comprehensive benefits that support the continued health and wellbeing of our team including: 100% employer-paid medical, dental, and vision insurance; generous medical coverage for dependents; 100% employer-paid short term disability, long term disability, and life insurance; employer retirement contributions; generous annual paid leave, and annual professional development funds for all full and part-time team members.

To Apply: Please submit your resume, cover letter, and a writing sample explaining a digital fundraising strategy to Jen@TaylorMadeExperience.com with "Digital Fundraising and Engagement Manager" as the subject line.

Miriam's Kitchen values diversity in thought and experience and is committed to assembling a diverse workplace. People of color, people with lived experience in the issues MK works on, veterans, and LGBTQIA persons are strongly encouraged to apply.